NOT FOR SALE

OTA

otaku fanzine

Touhou *vs* Kancolle

Who is sinking who?

Winter comiket!

An extended peek

Letters to the editor

He responds!

Merry Christmas!

And more!

Translated doujin previews
Memeometer
…An announcement?!

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comic market 89 catalog

Editorial

“Thank you”
“Thanks”
—Anonymous /jp/ posters (comiket uploads)

Hello again. Or, nice to meet you! As always, this is the aspiring editor of this magazine. Thank you for your continuing support or, if this is the first issue you're reading, thank you for reading Ota.

The first edition was surprisingly well-received! Going by the number of file downloads, even if only a third of them are unique, it still managed to reach a lot more people than I anticipated! As such, and with the aura of christmas all around us, I was motivated to put together a second edition.

Christmas! A time of charity, love and understanding... As well as gifts! What is in store for us this year? Will our wishes come true? Perhaps a talented new face in the doujin world finally created that unique piece of art you always dreamed of. Maybe that group you loved so much that disbanded got together one last time just for fans like you. Or maybe a completely unexpected surprise will blow you away!

Whatever the case might be, one can't help but want to examine the presents and guess what's inside. Let's share our anticipation and watch intently as one of the biggest otaku world showcases unfolds before us. It's comic market! Games, music, doujinshi... For the second time in the year, hobbyists from all over japan meet in tokyo for their own piece of fame, fortune and interaction with people like them.

Shall we strive to be content producers as great as the elite of comiket? Or shall we be silent supporters on their way to the top? For now, let's see what they have to offer. Each work a present for us to open and enjoy. Let's be surprised!

Letters to the editor

A reply for you.

Dear editor,

I thoroughly appreciated this test issue of ota magazine. I didn't know about shinoasa and I'm happy that I learned about such a great artist from your magazine.

Speaking of artists and their work, Your section dedicated to translated doujin previews really piqued my interest. Though, I can't help but wonder: is there any specific reason why you don't translate full doujins?

Keep up the good work.

Hello and thank you for your support! Shinoasa is indeed a great artist that deserves to be known!

The reason why I don't translate full doujins is simple: they are not openly available to the public. Doujin previews are sneak peeks at authors' works, which are put on sale. If I were to translate the full doujin, I would be associating ota magazine with the kind of enterprise that profits from other people's hard work... I don't have anything against people who translate full works but I am striving to keep ota magazine as legal as possible. Perhaps you should approach other people if you want full translations, but Ota magazine cannot endorse such behavior...

Hi editor!

Why did you create a magazine instead of translating doujins?

Regards.

Hello and thank you for reading ota!

I created this magazine in an effort to provide a platform through which you can know more about the otaku world! Artists, trends, opinions, everything you can think of! Translating doujins doesn't help this. Sure, you might introduce a new artist by translating one piece of their work, but won't such limited exposure betray the real repertoire of the artist? Such has been the case with Shinoasa, after all.

There are more than enough doujin translators out there who have a far better grasp of japanese than I do. My contributions to such a scene would be irrelevant at best and damaging at worst.

I hope that answered your question!

Hello editor, and thank you for providing us with such a high quality piece of reporting.

As expected, the memeometer is as controversial as ever. I myself felt some entries weren't properly graded. Most specifically, I'm talking about the flower sundays. Why is it so low on the memeometer? Such incredible, young piece of content deserves a much higher rating!

Thank you for all your work,

Henrietta.

Hello, Henrietta. Thank you for reading!

As I explained in the memeometer introduction, "Warm" is the kind of rating that encompasses a lot of scenarios: content that is losing steam but still has a chance to surprise you, content that ages well, content with a particular charm... Flower sundays have a charm that puts anyone under their spell, but it isn't exactly setting the otaku world on fire. For me, it is the kind of content that defines and sets trends without completely influencing the whole of its surroundings into changing accordingly. Flower sundays are warm. Flower sundays are comfy! Flower sundays are to be candidly appreciated! I'm afraid you may have misinterpreted the rating's reasoning...

Hi! This issue was amazing. I can't wait to read more.

Just one question: aren't you forgetting some people in the memeometer? Like loli-imouto! Or some other local celebrities.

Really looking forward to read more.

Hi. I'm glad you enjoyed last issue so much!

I don't add people to the memeometer. First of, I feel it's disrespectful to make a person into a piece of content. Secondly, that is more like celebrity gossip rather than real coverage on content. Thirdly, it is sure to turn off readers who aren't familiar with those people.

I hope that answers your question and I hope you enjoy this issue just as much as last issue.

Hey, your magazine is really inspiring. It got me motivated enough to want to help you, but I'm just a regular guy. I don't have any special talents... Is there any way I can contribute?

Hello and thank you for being so interested in ota magazine!

You don't necessarily need to be involved in the magazine's production to help. Reading and sharing ota magazine with other people is a great start! In any case, if you have any cool ideas, feel free to contact me!

And keep an eye on this issue, because I might address this more thoroughly later on!

This was an incredible piece of journalism that I will cherish forever. I'm really interested in the production of this magazine. How long did it take you from thinking about it to releasing the final product?

Conceptualization is the hardest part! Before writing, you need to have an idea of what the whole of the magazine will be about. I had to think about cool features to keep the reader entertained, without ever dropping my journalistic standards in order to provide the reader with unfiltered information.

After that is out of the way, it's easy!

That concludes this issue's "letters to the editor". My gratitude goes towards everyone who sent us feedback and questions.

Remember, this magazine couldn't exist without your support!

Yuru yuri: new season! But... Huh?

Otaku world in uproar over unexpected studio change.

“Has namori sold out?!”

The popular mega-hit manga Yuru yuri, by namori, has entered its third animated season. Except this time a new studio is at the helm. And the biggest change came right on the first seconds of the first episode. Where is Akari's anouncement? Episodes used to start with Akari happily informing the viewer that yuru yuri is starting. That's not the case anymore... As of the time of writing this article, many episodes have gone by without a glimpse of this moment that has earned its status as protected otaku heritage. Is the studio subverting the viewers' expectations? Is this the setup to a joke about Akari's invisibility gag? If so, it has long overstayed its welcome to the point of becoming an offense to the viewer! The otaku sphere agrees: "Akkariiin!~" must come back!

Shocking development?!
While it's true this is the studio involved in the production of yuru yuri nachuyachumi, no-one expected the studio to be involved in creating the tv anime.

But the changes don't stop there! Design, color composition and soundtrack, all have suffered changes. These have met mixed reactions.

The colors feel less bright. The new color composition brings forth a feeling of each scene having been painted in a more traditional fashion but the downside is everything seems a little dull. This is especially true when you compare the eyes as colored by the new studio with the eyes as colored by the old studio.

More than meets the eye.
Noticeable composition and style changes. Toning down the brightness, duller eyes and subtler blush.

The soundtrack is a complete 180º compared to the previous seasons. It is minimalistic, with the main instrument being the flute (while previously it was the viola). This contributes for a much more easygoing atmosphere, but the lack of flexibility of the soundtrack definitely makes some parts of the anime suffer (Chitose's delusion mode being the biggest casualty).

Summer of treats?
No girl likes to know they are getting a bit chubby...

And the design... The greatest change has been Yui, no doubt! The once athletic, cool tsukkomi seems to have put on a little weight.

The heated debate over these changes and many more rages on. Which side are you on? Are you okay with the changes? Are you against them? What do you think happened that made the studio change take place?

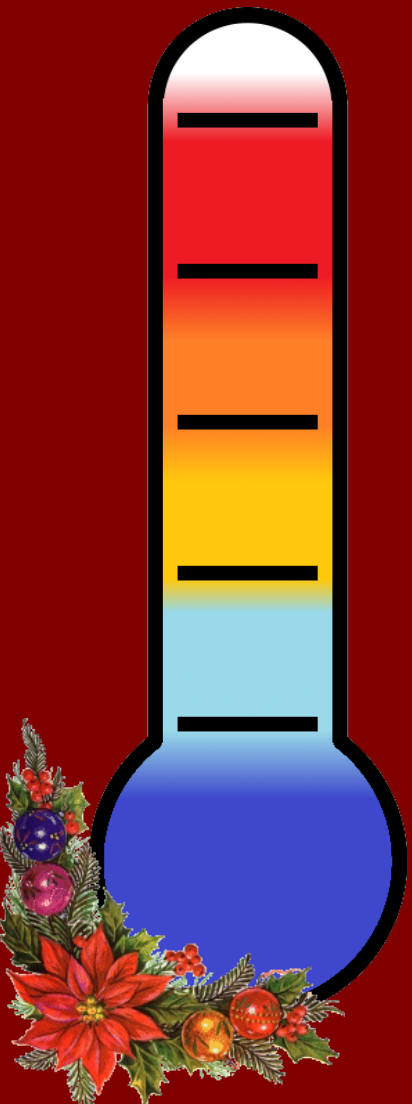
Whatever the case may be, let's continue to enjoy this piece of entertainment!

The Memeometer

Your guide to knowing what's all the rage in the hippest corners of the otaku world!

Here's how it works:

We rank a catch-phrase, meme, fad or style by popularity. The hotter it is, the better! Elaborated with side-notes.



White hot - this one is all the rage nowadays! It's got the right amount of creativity, charm and obscurity. Don't miss!

Red hot - amazing! There's only one minor detail stopping it from reaching the top of the top.

Hot - great content, but some of the wrong people are beginning to catch on. It's losing some heat but it still feels new!

Warm - great content that ages well or new content that has a particular charm. As well as content that has reached the mainstream but still has a chance of surprising you.

Cold - uh-oh! Something went wrong… There might still be a chance for content in this category but it might take a lot of good-will!

Ice cold - something very wrong happened with these. Bad execution, all the wrong people catching on, overuse, too forced... It's time to hybernate and try again some other time...

Too hot to handle? Or too cold to hold?

Have u tried a sweater? hahaha

WHITE HOT: The sweater continues to impress anyone and everyone that tries it. This one is showing no signs of stopping any time soon and has become a serious contender to meme of the year! Is there anything that can dethrone it?

funY FACE!! LOOL

RED HOT: Funny face has gathered heat since we first measured it in the previous issue! There's been a lengthy debate about possible new developments and even the very core of this meme is being put to question?! That's right! Other candidates for the prestigious title of funny face idol have been gathering! Will Umi Sonoda be able to sit proudly on her throne? Or will the otaku world be dazzled by other idols' funny faces? And what are Umi's odds now that Aqour's debut is creeping ever closer?! Does Umi have an ace up her sleeve?!

The ingredients for a powder keg of unstable elements have been gathered! There are sure to be more shocking developments happening every day! We at Ota magazine will stake our pride as reporters and vow to bring you every development that is sure to set the otaku world on fire!!

"Can someone tell me the source of this image?"

Hot: The definition of an overlooked masterpiece. Fusing together elements of board culture (without being overbearingly present) with countless layers of irony (without falling into the often deadly trap of Descartes), "can someone tell me the source of this image?" has been consistently and expertly used. Its recent anime adaptation is a testament to this meme's hotness!

Anime of the season!
The incredible level of detail in this adaptation has elevated both the anime and the meme!

Jack of all trades, master of memes

Warm: adorably subverting the reader's expectations, this piece of content shyly steps into the warmth! This one without a doubt shows that, while image macros may be some of the oldest pieces of content produced in the internet, they can still have their charm if the producer has enough talent.

Flower sundays

Warm: flower sundays continues its leisurely, graceful walk among the best that otaku culture memes have to offer. Now that winter is coming around, these sundays acquire a whole new layer of coziness. Flower sundays is shaping up to be the golden standard all other memes are measured against!

That smell/bleeeeeeeh!

Cold: the greatest example of a meme with overwhelming potential being overused, squandered and subverted... It had an extremely strong start and everyone at the magazine thought this would be at least red hot in the memeometer. But then it kept on going. Day after day, week after week... Not only overused, but also used improperly. In record time, it associated itself with content that can't even reach ice cold... The squandering of such a great potential piece of content was so overt it almost came off as insulting... Not everything is bad, though. If it manages to recapture that spunk it had on the first weeks, it might turn the tables on this situation! Otherwise, it will go down in history as one of the greatest losses of the year...

Froggy feelings

ICE COLD: Sometimes there are changes in the paradigm of the otakusphere. Sometimes for the better, sometimes for the worst. Unscrupulous people have goaded foreign elements into the outer territories of the otakusphere in yet another desperate attempt for recognition. Those foreign elements have imported with them content that has been ice cold for years. Yet they continue to hold on to it, forcing it wherever they go and showing no signs of being capable of adapting to their new environment. Froggy feelings is such content. Left unchecked, the ecosystem might become endangered...

Past memeometer entries' status:

For all the contet analyzed on previous entries that suffered no changes or developments worthy of note: a quick recap!

RED HOT: *cunny cummies*

Cold: *Umaru*

ICE COLD: *irony*

Important note:

Due to the dangers related with "*play anime girls*" (formerly hot on the memeometer), as well as the staggering death rates associated with it, law enforcement has declared it a blood sport and therefore illegal. Ota magazine does not support or promote dangerous activities, regardless of how popular they are in the otakusphere. As such and until there are any new developments, "*play anime girls*" is banned from the memeometer.

If you still indulge in this activity, Ota magazine urges you to seek help and stop before it's too late.

Touhou and kancolle

Is touhou declining? Is kancolle emerging? We look at the facts in a multi-part article that will leave you begging for more!

For years, touhou has proved itself an iconic franchise whose name is often synonymous with doujin culture. But lately, clouds have gathered over gensokyo. An expertly marketed, dangerously addicting social game has swiftly took over the hearts and minds of many otaku: this is kantai collection!

At first considered just a fluke that would soon die down, kancolle has since showed no signs of losing traction. This has led to the question... Is kancolle overthrowing touhou as the king of the otakuverse? We are here to find out!

The best way to reach a plausible answer is to first look at the data. How many fan works are being produced? How much fanart is being created? With these numbers, we will reach a veredict that will tell us exactly who has the lead. For this, we will make use of data freely available at pixiv.

The easiest way to look at it would be to simply search each tag and see how many fanworks we get. This is not precise enough and does not take in account the fact that touhou has been around for far longer and thus accumulated a much larger number of overall fanart. Considering we are close to comiket, it is also not the best time frame to register the number of fanart being created, as a lot of artists are busy preparing and have little time to publish fanart. As such, analyzing this winter's comiket data is the best approach right now.

We examined how many doujinshi will be published over the course of the entire comiket, over all three days.

The result we came to was:

- Touhou: about 110
- Kancolle: about 130

(registered entrants at the time of writing)

In print fanworks alone, the veredict is simple: kancolle will be publishing a slightly bigger amount of works than touhou project. In this sense, and at least for comiket 89, kancolle has surpassed touhou.

This indicates kancolle appears to have a slight edge. Considering the fact that touhou has big conventions dedicated just to it happening at different time frames, the argument that there is a far bigger, steadier amount of fan works being produced is a valid argument. Yet, we cannot forget that artists can get admission to comiket just to sell older works, such as those they published in different events. A look at some circles will show you that some will be selling anthologies of previously published works or even works that were published in comic city, another relatively big convention that happened about a month ago. With that in consideration, we can assume an even playing field regarding volume of works created and opportunity to republish them.

However, we must always bear in mind that comic market has more to it than printed works. There is also doujin music and doujin games, among other things. The number of works released in those areas is just as important to establishing a reasonable veredict. For now, we will focus exclusively on printed works.

Preliminary result: kancolle is surpassing touhou

In the next articles, we will look at the history of printed works published in previous comikets, confirm the results of comiket 89 and attempt to deduce a trend according to the data gathered. **Hard data you cannot miss!**

Doujin previews, translated!

This is a very small sample of many doujinshi that have been released or are yet to be released. This edition still doesn't show anything too erotic.

In order to access the pixiv page, insert the number next to each doujin's title to the following url:

http://www.pixiv.net/member_illust.php?mode=medium&illust_id=

The following previews are included in this fanzine without having asked for the authors' permission.

Pg. 20 - Rebellion magiman
by Gashi sunzen (43161425)

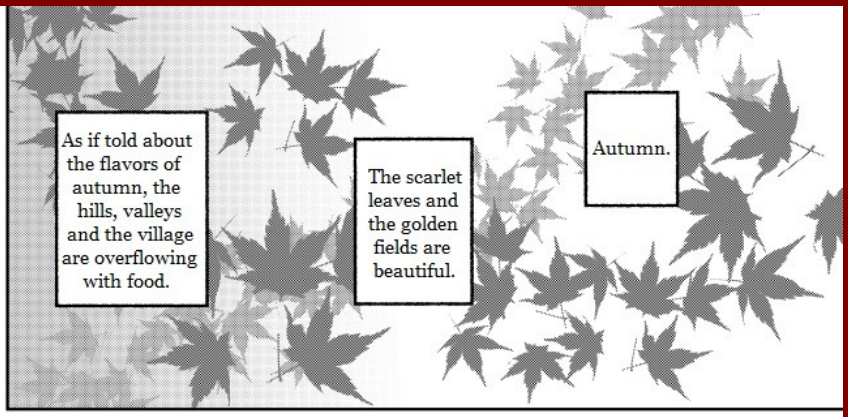
Pg. 22 - Mushrooms are multiplying
by Uri hatake (53432270)

Pg. 25 - Gazing at the stars
by Lilac (53418626)

Rebellion magiman
By Gashi sunzen (画死寸前)
Parody: Madoka

name
Test
NOW, MADOKA ...
VICTORY IS MINE!
I'LL STOP TIME AND COPY ALL THE ANSWERS!
S-SHE STOPPED TIME, STOLE THE TEST AND PUT HER NAME ON IT!!
9

Mushrooms are multiplying
By Gashi sunzen (うり畑牧場)
Parody: Touhou project

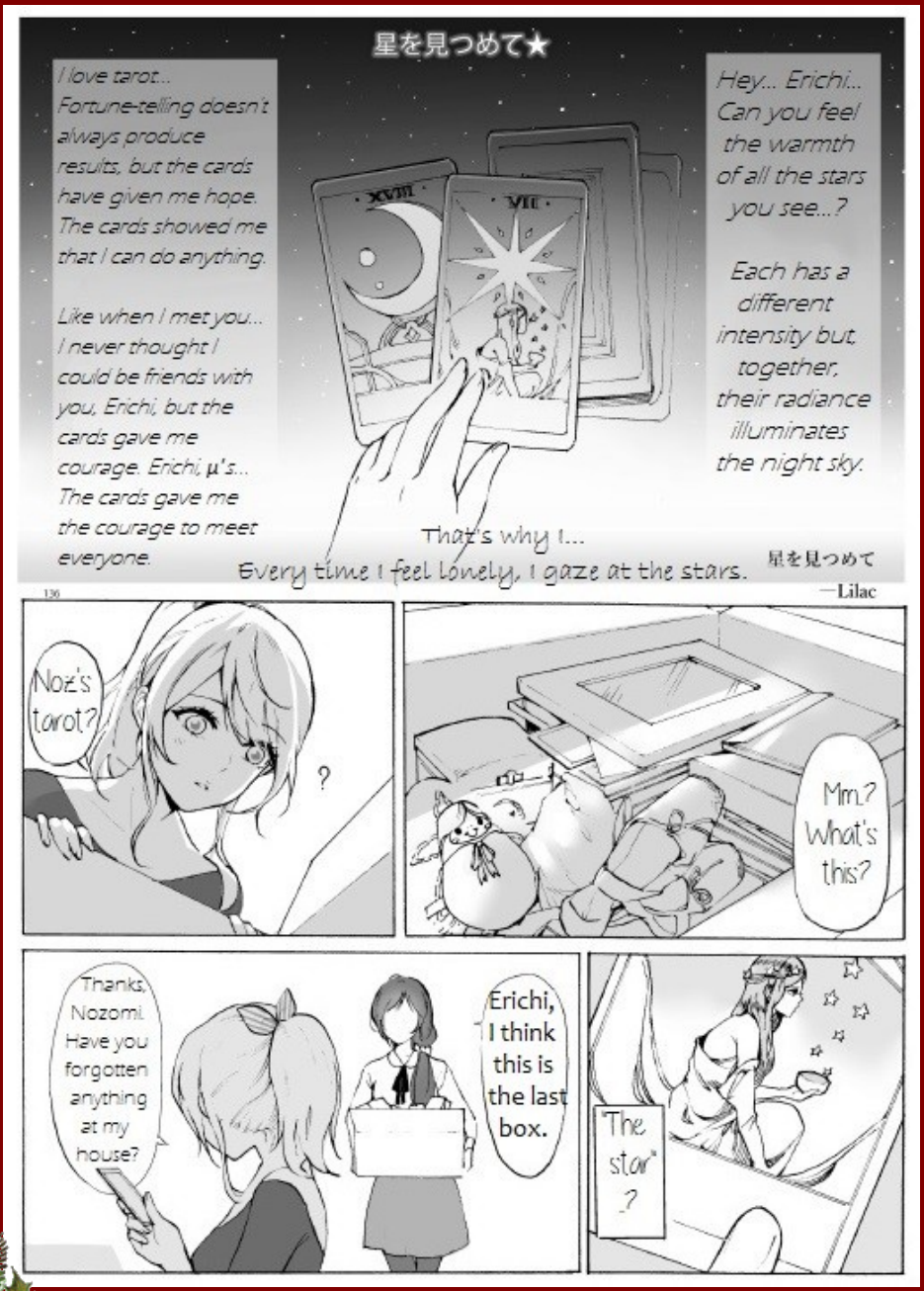

As if told about the flavors of autumn, the hills, valleys and the village are overflowing with food.
The scarlet leaves and the golden fields are beautiful.
Autumn.

With that said,
This year might be a good mushroom harvest.

But to think ...

That, on the crown prince's head ...
There'd sprout so many!
There's nothing to be glad about!
ね、？
Relax! Aren't you glad none sprouted on your crotch?

Gazing at the stars
By Lilac
Parody: Love live
From the Noz X Eli anthology “sweet palettes”
(234 pages; all samples: 53413939 - see description)


星を見つめて★
I love tarot... Fortune-telling doesn't always produce results, but the cards have given me hope. The cards showed me that I can do anything.
Like when I met you... I never thought I could be friends with you, Erichi, but the cards gave me courage. Erichi, μ's... The cards gave me the courage to meet everyone.
Hey... Erichi... Can you feel the warmth of all the stars you see...?
Each has a different intensity but together, their radiance illuminates the night sky.
That's why I...
Every time I feel lonely, I gaze at the stars.
—Lilac
星を見つめて
130
Noz's tarot?
?
Mm? What's this?
Thanks, Nozomi. Have you forgotten anything at my house?
Erichi, I think this is the last box.
The star?

I couldn't open my heart to anyone. But with Nozomi...
At that time, I...
I'm Toujou Nozomi. I hope we get along from now on.
I... My name...
I hope we get along too.
I see. I'm Eri Ayase.
Actually... I was going to a cafe after this. Would you like to come with me?
Eh-- Yes!!

Important announcement!

Do you enjoy reading ota magazine?

Do you have ideas but don't know how to develop them?

Are you an artist who would like to put his craft to use but you don't know how?

Do you want to collaborate and be featured in ota magazine?

Then…

We

Want

YOU!

Contact the editor with your ideas or your plans! Discuss with the editor how to implement them! Or get together with other potential collaborators and become unstoppable dream teams! Don't be shy and grab this amazing opportunity!

Do you produce music? We can feature it!

Would you like to draw your own manga? We have a space just for you!

Do you want to create a light novel? We want to publish it!

Do you have a big scoop you'd like to report on? We want to hear all about it!

Do you want to provide advice to troubled readers? Let us help you help them!

Are you an expert in a field of otaku studies? We can publish your thoughts!

Ota magazine wants your contributions! Even your readership counts, so don't worry if you can't think of anything!

Final page and credits

This time I put a little more work into this. I hope my effort managed to come across. Still, as long as my readers have fun reading ota magazine, that's all that matters.

But the worst thing I did was the typesetting to the Noz X Eri doujin… I really wanted to make it as perfect as possible but the speech bubbles were so small and the text was so much! It's really a shame because it doesn't do any justice to the incredible anthology all those people came together to produce… For that, I'd like to apologize to all my readers.

Ota magazine wishes everyone a merry christmas and a happy new year. Let 2016 be another wonderful year!

Still to come:
An extended peek at comic market 89!

Credits

Cover image:

Nico by Villyane

http://www.pixiv.net/member_illust.php?mode=medium&illust_id=47726250

Yuru yuri images from Yuru Yuri anime (first and third seasons)

Memeometer:

Mokou, Utsuho, Cirno, Letty, Yorihime by kikifushigi

http://www.pixiv.net/member.php?id=1549698

Reimu by west4side

http://www.pixiv.net/member_illust.php?mode=medium&illust_id=6057213

“Can someone tell me the source of this image?” taken from the anime and the manga

Announcement images by Panyama onigiri

http://www.pixiv.net/member_illust.php?mode=medium&illust_id=39571624

Lower left garland decoration from webweaver’s free clipart

The subjects dealt with in this edition, as well as the images used, belong to their respective owners. Images were used without having asked for permission.

This fanzine is not for sale to the general public. It is provided for free.

Contact me with your questions and complaints.